

## The Mack® Trucks, Inc. 10-Point Service Commitment

1. Customers will have service available to them on a 24/7 basis.
2. Customers will be able to schedule a service appointment promptly.
3. Customers will find knowledgeable service advisors/managers at all Mack dealers.
4. Customers will have their problem diagnosed within 2 hours.
5. Customers will have parts available when and where they need them.
6. Customers will be updated/communicated with during the repair process.
7. Customers will be notified promptly of completed repair.
8. Customer repair will be finished when promised.
9. Customer problems will be resolved correctly the first time.
10. Customers will have assistance in understanding warranty coverage and resolving warranty questions.



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## Success Story — Agassiz Ready Mix

Steve Minchuk is determined to succeed. That's why he's at work at 5:30 a.m. Why he busts his tail to deliver high-quality rock and concrete to his customers. And why he buys trucks that work as hard as he does.

He learned all of that from his father.

When the elder Steve bought the company in 1977 it was based in Vancouver, British Columbia. It had two employees, a couple of trucks and a loader. Today, Agassiz Ready Mix Concrete and Gravel Ltd. has 10 employees and a fleet that consists of eight twin-steer and three gravel trucks. All are Mack®. The company is based about 75 mi. (121 km) to the east in the town of Agassiz (pronounced *AG a zees*), in the heart of the Fraser River Valley.



"I've worked hard here," said the younger Minchuk, who took over in 1997. "I've put in a lot of hours. You don't get anything for free."

The company supplies concrete (Heidelberg cement with volcanic fly ash), exposed aggregate, pit-run gravel, sand, clear crush, crush rock and drain rock. It also provides landscape rock, oversized rock and high-quality bark mulch. It has a ready-mix plant and three others that screen sand and concrete aggregates yielding eight different products ranging from 5 mm to 6 in. rock.

"I'm determined to have a successful company," Minchuk said. "There are so many guys in family owned businesses whose parents pass away and the kids run the business into the ground. I wasn't about to let my old man down. I've always wanted nice things and the only way to get them is to work hard."

That's exactly what he's done. In less than a decade he's built revenues from \$100,000 to \$3.5 million a year. He attributes that success to a few simple qualities: outstanding product, service and equipment.

"Every year we get permits to go into the Fraser River to take gravel out," Minchuk said. "Aggregate in the Fraser River is the best you can get. It's all round, hard rock and the colors are tremendous—blues, greens, reds and whites. You pour a driveway with the stuff and it looks phenomenal."

Agassiz Ready Mix is also one of the few companies in the region to own its own gravel operation. At 50 acres, it's sizeable as well as unique.

"A lot of ready-mix companies have to buy all of their material. I don't have to. If you cut your aggregate costs by 50 percent, you save quite a bit of money."

Minchuk's determination is aided by a keen awareness of capabilities, his own and that of the competition.

"I have a good base of loyal customers. Those are the people who provide work year after year. If they need something I'm going to get it to them. You try not to turn people away. I stress that to the drivers: politeness and helping people out on the jobs."

But while Minchuk makes an extra effort for customers, he won't take on work unless he can deliver.

"Our ideal pour is 500 meters a day. We had an offer to do suspended slabs for an apartment building. Some slabs were a foot thick. It takes 5–7 minutes to unload concrete. I knew I couldn't keep up so I just don't tackle those kinds of jobs."

Minchuk expects the same quality product and service from others and gets it with Mack and his dealer, sales rep Brian Burgoyne and Mack Sales & Service of Nanaimo Ltd. Recently he bought a

Granite® model dump truck with a 455-HP MP8 engine, Fuller® 18-speed transmission, 20,000-lb.-capacity front and 46,000-lb.-capacity rear axle. He also purchased a Granite mixer and has a third on order.



"To provide good service, you have to have reliable equipment," he said. "Especially with today's environmental laws, you have to have good trucks. The Granite has been excellent. It's the wave of the future. The fuel economy has actually been pretty darn good. I'm happy with the trucks. I like the styling. The drivers like the extra room in the cabs."

He's equally impressed with the service from Nanaimo Mack. "I expect them to give me the best price and they do. I'm a ways from the dealership and they send guys over here if there are any problems. I trust them."

He's proud of his fleet. "Buying new trucks to me is the best way to go. You turn the key every day and nothing breaks down. Appearance-wise, it shows you're dedicated."

And he's proud of his company's success.

"My mom and dad both worked here until the early 1990s. I wish they could see how we turned things around."